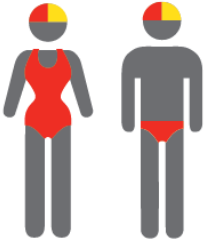


MEMBERSHIP STATISTICS REPORT EOS 2023/24



86

ACTIVE
MEMBERSHIP



327

TOTAL
MEMBERSHIP



119

JUNIOR
MEMBERSHIP

Vs. 2023/24 Mid-Season (JAN 2024)



1% Increase



1% Increase



Equal

Vs. 2022/23 EOS (MAY 2023)



2% Increase



10% Increase



12% Increase

Note:
Numbers in this report are generated directly from Surfguard;
Active members are taken from the following demographics 13-15 Cadets, 15-18 Youth, Active 18+, Award and Active Reserve members.

TOTAL MEMBERSHIP

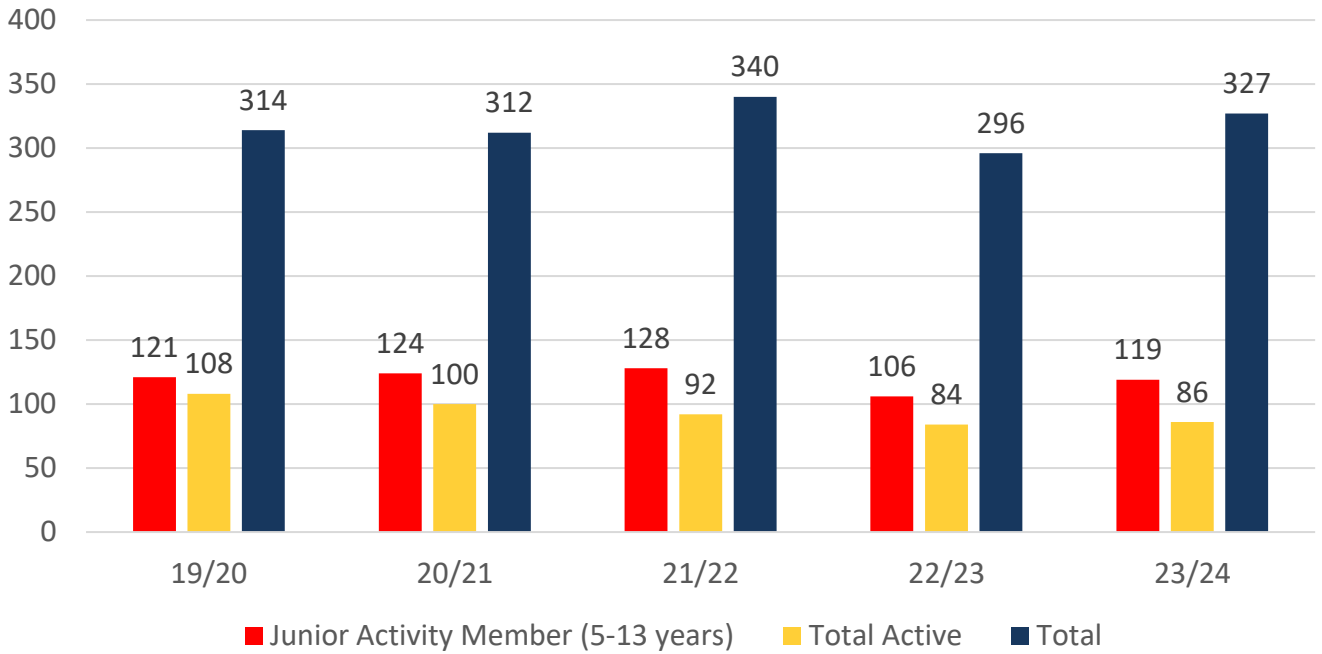
MEMBERSHIP 2019-2024

	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Probationary	0	0	1	0	6
Junior Activity Member (5-13 years)	121	124	128	106	119
Cadet Member (13-15 years)	9	7	7	8	10
Active Junior (15-18 years)	16	15	7	6	6
Active Senior (18years and over)	76	71	73	68	66
Award Member	7	7	5	2	4
Reserve Active	0	0	0	0	0
Long Service	6	5	5	7	5
Past Active	1	0	0	0	1
Associate	62	67	99	84	92
Life Member	14	14	14	13	15
General	0	0	1	0	3
Honorary	1	2	0	0	0
Non Member Participants	0	0	0	0	0
Leave / Restricted	1	0	0	2	0
Total Active	108	100	92	84	86
Total	314	312	340	296	327

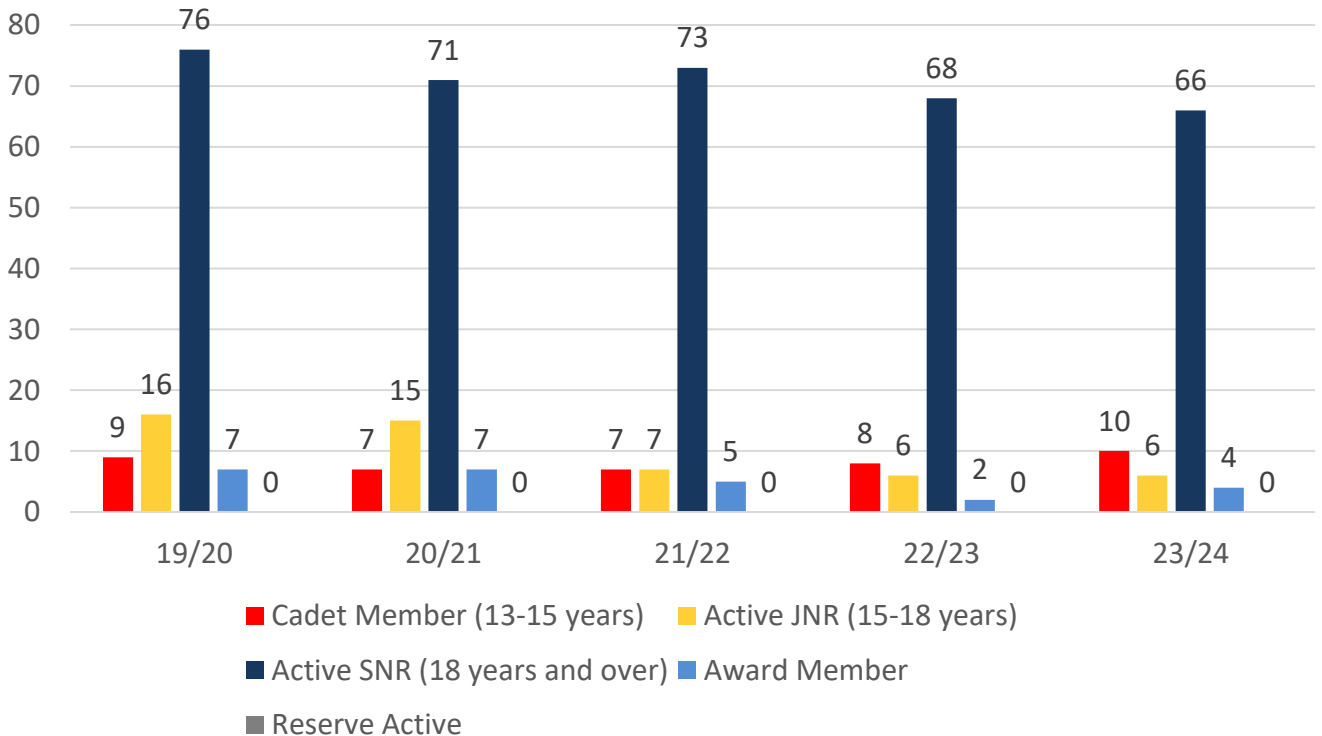
	19/20	20/21	21/22	22/23	23/24
	Total	Total	Total	Total	Total
Under 6	10	11	20	17	18
Under 7	14	11	23	17	22
Under 8	13	20	20	16	17
Under 9	12	15	18	15	14
Under 10	20	14	15	11	13
Under 11	18	16	13	11	10
Under 12	14	15	10	10	8
Under 13	12	13	7	8	7
Under 14	8	9	5	3	10
Junior Activities Total	121	124	131	108	119

5 YEAR TREND ANALYSIS

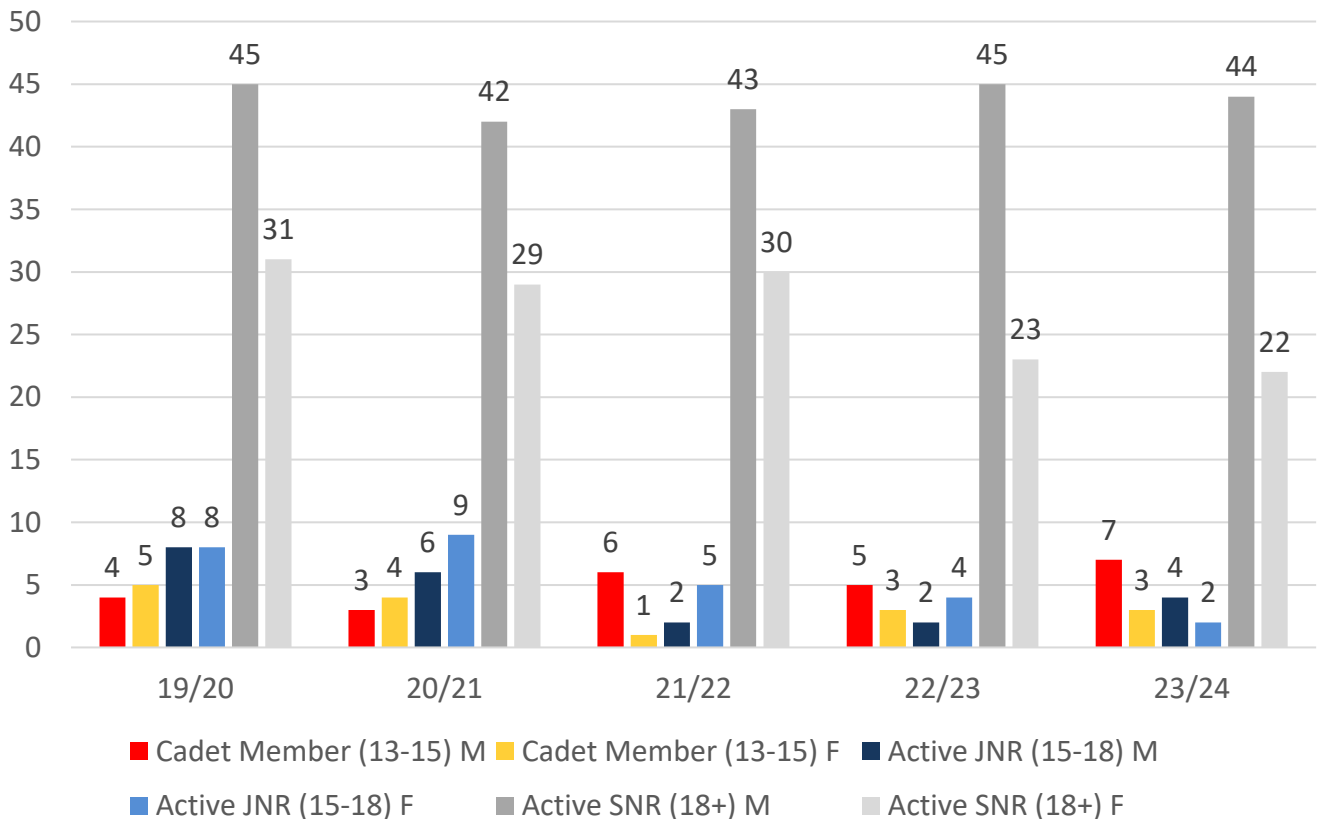
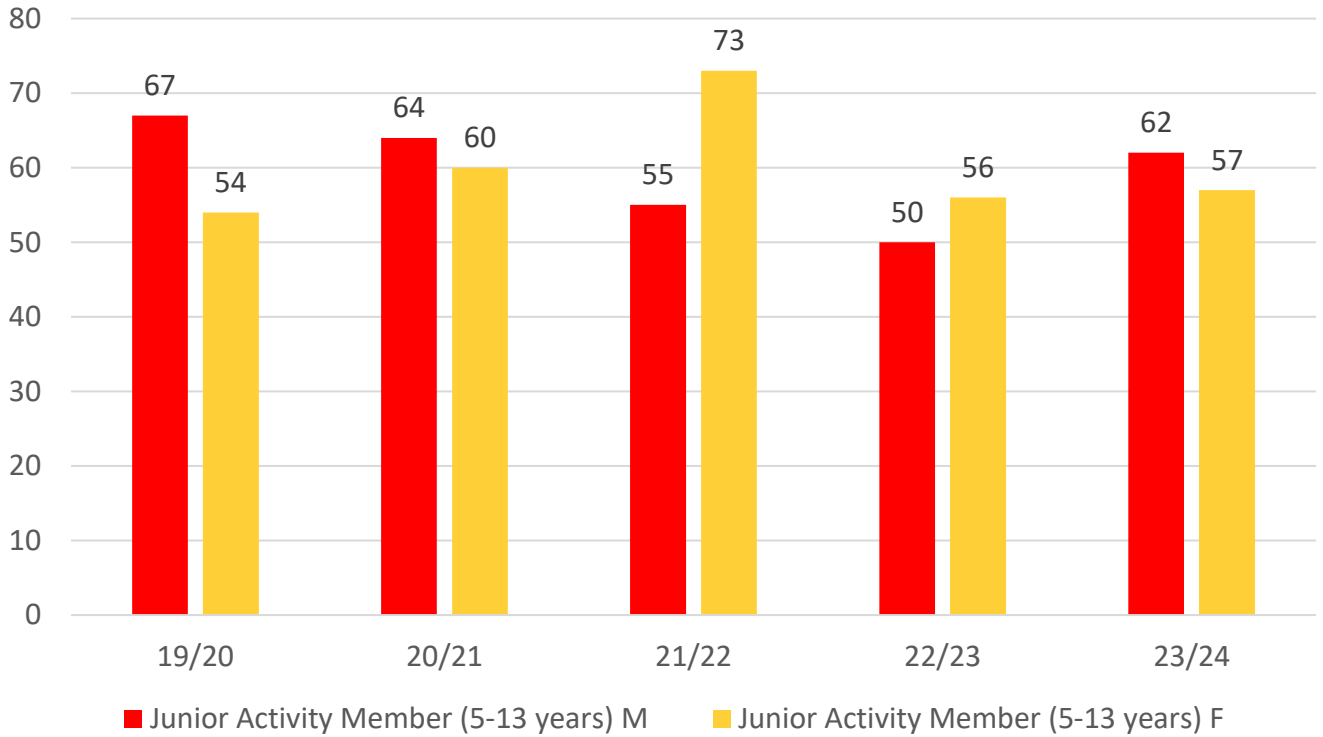
Total Membership



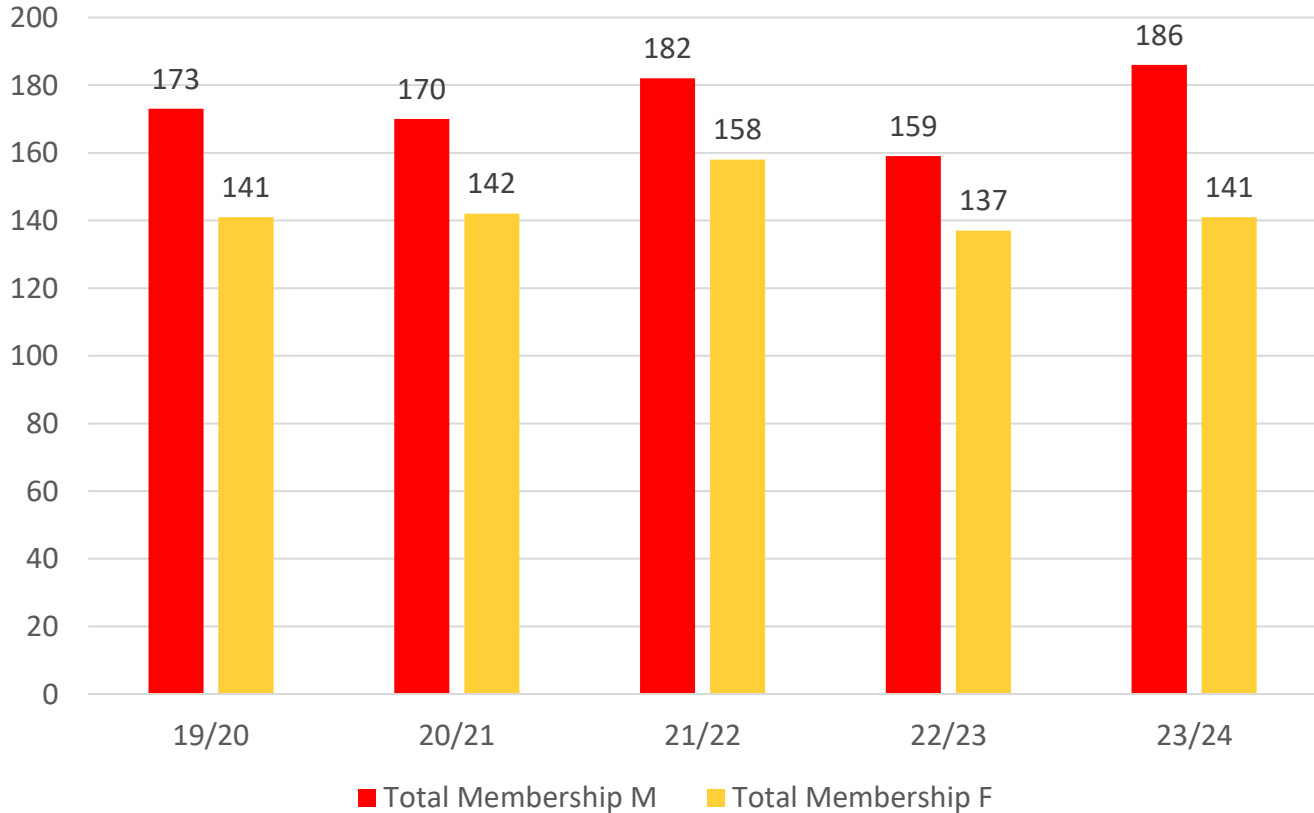
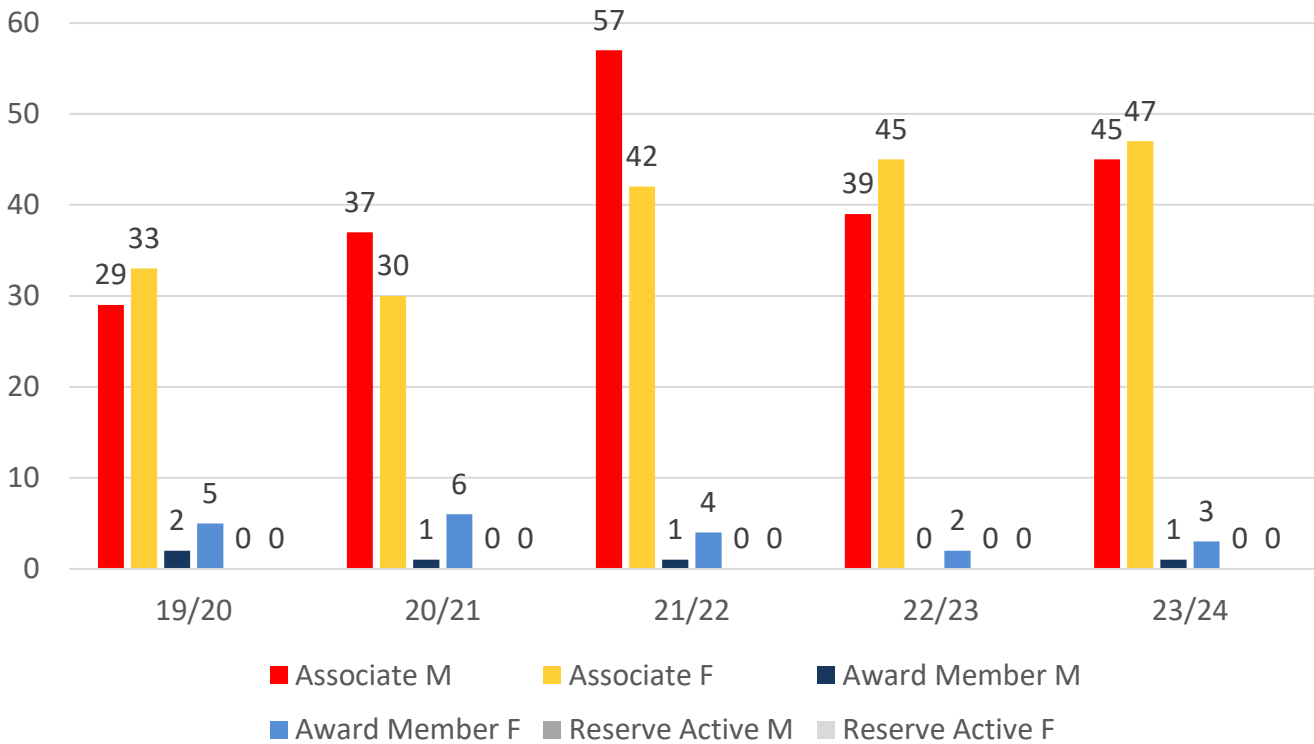
Active Membership



5 YEAR GENDER COMPARISON



5 YEAR GENDER COMPARISON



MEMBERSHIP RETENTION



126

BRAND NEW MEMBERS



66%

MEMBERSHIP RETENTION



83

MEMBERS LOST FROM THE ORGANISATION

PACIFIC 2023/24														
	2022/23 Membership	Retained from previous season		Transfers between Club Categories	Transferred out of the club		Left the organisation		Brand new members		Transfers In from other clubs		2023/24 Membership	
		No.	%		No.	%	No.	%	No.	%	No.	%	No.	%
Probationary	0	0			0		0		6		0		6	
Junior Activities	106	66	62%	1	5	5%	35	33%	53	50%	1	1%	119	12%
Cadet Member (13-15 years)	8	7	88%		1	13%	0	0%	3	38%	0	0%	10	25%
Active (15-18 yrs)	6	5	83%	1	0	0%	1	17%	2	33%	0	0%	6	0%
Active (18yrs and over)	68	50	74%		6	9%	12	18%	10	15%	4	6%	66	-3%
Award Member	2	2	100%		0	0%	0	0%	2	100%	0	0%	4	100%
Reserve Active	0	0			0		0		0		0		0	
Long Service	7	5	71%		2	29%	0	0%	0	0%	0	0%	5	-29%
Past Active	0	0			0		0		1		0		1	
Associate	84	46	55%	1	3	4%	35	42%	46	55%	1	1%	92	10%
Life Member	13	12	92%		1	8%	0	0%	0	0%	0	0%	15	15%
General	0	0			0		0		3		0		3	
Honorary	0	0			0		0		0		0		0	
Non Member Participant	0	0			0		0		0		0		0	
Leave / Restricted	2	2	100%	2	0	0%	0	0%	0	0%	0	0%	0	-100%
Total Active	84	64	76%		7	8%	13	15%	17	20%	4		86	2%
Total	296	195	66%		18	6%	83	28%	126	43%	6		327	10%

** Total Active = Cadet Member (13-15 years), Active (15-18), Active (18yrs and over), Award Member, Reserve Active

MEMBERSHIP RETENTION

PACIFIC 2023/24								
Active Members	2022/23	Retained		Left SLS		Recruited		2023/24
	No.	No.	%	No.	%	No.	%	No.
13-15 Years	8	7	88%	0	0%	4	50%	10
16-18 Years	6	5	83%	1	17%	1	17%	6
19-25 Years	16	11	69%	3	19%	1	6%	15
26-35 Years	4	2	50%	0	0%	3	75%	6
36-50 Years	29	21	72%	6	21%	5	17%	26
51-70 Years	21	18	86%	3	14%	3	14%	22
70+ Years	0	0		0		0		1
Total	84	64	76%	13	15%	17	20%	86

PACIFIC 2023/24								
Age Group	2022/23	Retained		Left SLS		Recruited		2023/24
Under 6	17					18		18
Under 7	17	9	53%	7	41%	13	76%	22
Under 8	16	10	59%	6	35%	6	35%	17
Under 9	15	11	69%	4	25%	3	19%	14
Under 10	11	9	60%	5	33%	4	27%	13
Under 11	11	6	55%	5	45%	4	36%	10
Under 12	10	7	64%	4	36%	1	9%	8
Under 13	8	5	50%	4	40%	2	20%	7
Under 14	1	8	100%	0	0%	2	25%	10
Transitioned From JA		1	100%					

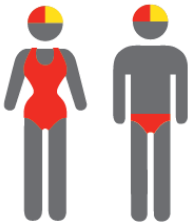
MEMBERSHIP RETENTION

2021/22



61%

TOTAL MEMBERSHIP
RETENTION



71%

ACTIVE MEMBERSHIP
RETENTION



54%

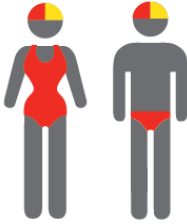
JUNIOR MEMBERSHIP
RETENTION

2022/23



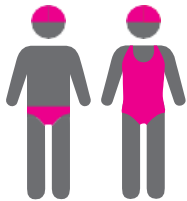
55%

TOTAL MEMBERSHIP
RETENTION



73%

ACTIVE MEMBERSHIP
RETENTION



48%

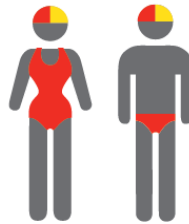
JUNIOR MEMBERSHIP
RETENTION

2023/24



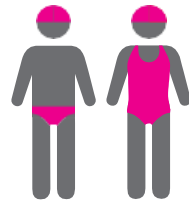
66%

TOTAL MEMBERSHIP
RETENTION



76%

ACTIVE MEMBERSHIP
RETENTION



62%

JUNIOR MEMBERSHIP
RETENTION